

**REMARKS**

At the outset, Applicant thanks the Examiner for examining the pending application. The Office Action dated May 28, 2008 has been received and its contents carefully reviewed.

**Summary of the Office Action**

Claims 1-5 and 7-17 are rejected. The pending Office Action rejects claim 9 under 35 U.C. 102(b) as being anticipated by U.S. Patent No. 6,222,512 to Tajima et al. ("*Tajima*"), rejects claims 1-5, 7, 8, 10 and 14 under 35 U.S.C. 103(a) as being unpatentable over applicant's admission of prior art ("AAPA") in view of U.S. Patent No. 5,936,608 to Springer ("*Springer*"), U.S. Patent No. 6,778,160 to Kubota et al. ("*Kubota*") and U.S. Patent No. 6,697,250 to Kuo ("*Kuo*"), and rejects claims 11-13 and 15-17 under 35 U.S.C. 103(a) as being unpatentable over AAPA, *Springer*, *Kubota* and *Kuo* as applied to claims 1-8, 10 and 14 above, and further in view of *Tajima*.

**Summary of the Response to the Office Action**

Applicant has amended claims 1, 5, 7, 9 and 10 and deleted claims 13 and 17 to further define the invention. Accordingly, claims 1-5, 7-12 and 14-16 are presently

pending. No new matter has been added. Reexamination and reconsideration of the pending claims are respectfully requested.

**Rejection Under 35 U.S.C 102 and 35 U.S.C. 103**

Claim 1 is allowable over the cited references in that claim 1 recites a combination of elements including, for example, "a liquid crystal display panel ... which is driven by a frame divided into first and second fields and includes a display area having a specific area and a non-specific area; an interface part outputting a first data for applying the first data to the display area during the first field; a video processor outputting a second data to apply the second data to the specific area and a third data to apply the third data to the non-specific area during the second field; a memory temporarily storing the second and third data; a position designator designating the specific area of the liquid crystal display panel where the second data is implemented; a timing controller realigning the first to third data; a data driver applying the first data to the display area during the first field, and applying the second data to the specific area and the third data to the non-specific area during the second field; and wherein the second data is a data having different brightness from the first data and having different brightness from the third data, and the third data is a black data."

Claim 7 is allowable over the cited references in that claim 7 recites a combination of elements including, for example, "a liquid crystal display panel ... which is driven by a frame divided into first and second fields and includes a display area having a specific area and a non-specific area; a computer for providing a first data and a position data for the specific area of the liquid crystal display panel; a video processor

outputting a second data to apply the second data to the specific area and a third data to apply the third data to the non-specific area during the second field; a memory temporarily storing the second and third data; a timing controller realigning the first to third data; a data driver applying the first data to the display area during the first field, and applying the second data to the specific area and the third data to the non-specific area during the second field; and wherein the second data is a data having different brightness from the first data and having different brightness from the third data, and the third data is a black data.”

Claim 9 is allowable over the cited references in that claim 9 recites a combination of elements including, for example, “applying a first data to the display data during the first field; and applying a second data to the specific area and applying a third data to the non-specific area during the second field, wherein the second data is a data having different brightness from the first data and having different brightness from the third data, and the third data is a black data.”

None of the cited reference, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicant respectfully submits that claims 1, 7 and 9 and claims 2-5, 8, 10-12 and 14-16, which depend therefrom, are allowable over the cited references.

### **Conclusion**

In view of the foregoing, Applicant respectfully requests reconsideration and the timely allowance of the pending claims. Should the Examiner feel that there are any

issues outstanding after consideration of the Amendment, the Examiner is invited to contact the Applicants' undersigned representative to expedite prosecution.


EXCEPT for issue fees payable under 37 C.F.R. 1.18, the Commissioner is hereby authorized by this paper to charge any additional fees during the entire pendency of this application including fees due 37 C.F.R. 1.16 and 1.17 which may be required, including any required extension of time fees, or credit any overpayment to Deposit Account No 50-0310. This paragraph is intended to be **CONSTRUCTIVE PETITION FOR EXTENSION OF TIME** in accordance with 37 C.F.R. 1.136(a)(3).

Respectfully submitted,

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